MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2015/2016

DBS5028 – E-COMMERCE

(For Diploma students only)

7 OCTOBER 2015
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of **8 pages** excluding the cover page.
2. There are **2 sections** in this Question paper. Answer **ALL** questions in both sections.

   Section A: 40 Multiple Choice Questions (40 marks)
   Section B: 4 Structured Questions (40 marks)

3. For **Section A,** please shade your answers on the **OMR sheet** provided.
4. For **Section B**, please write your answers in the **Answer Booklet** provided.

Section A: 40 Multiple Choice Questions (40 marks)
*Instruction: Please shade your answers on the **OMR sheet** provided.*

1) A broader definition of e-commerce that includes not just the buying and selling of goods and services, but also servicing customers, collaborating with business partners, and conducting electronic transactions within an organization **BEST** defines _____.
   A. e-government
   B. e-commerce
   C. e-tailing
   D. e-business

2) Which of the following is an example of partial e-commerce?
   A. Subscribe to The Star Online's e-paper.
   B. Buying a pair of sports shoes from Adidas.com.
   C. Placing an order for a fiction e-book on mphonline.com.
   D. Buying a fairytale live wallpaper from Google Play Store.

3) The exchange of intra-firm information such as terms of employment, benefits, policies, standard operating procedures and company newsletter with staff over an intranet refers to _____.
   A. B2C
   B. B2E
   C. B2B
   D. G2E

4) Which of the following is **NOT** a benefit of e-commerce for organizations?
   A. Enable unique and innovative business models.
   B. Locate customers and suppliers worldwide.
   C. Lower cost of information processing, storage and distribution.
   D. Increased online fraud.

5) Which of the following is **NOT** an advantage of e-tailing for sellers?
   A. Lower supply chain costs.
   B. React quickly to customers' needs.
   C. Better understand customers and interact with them.
   D. Lower product cost, decreasing competitive advantage.

6) The portion of an e-seller's business through which customers interact, including the seller's portal, electronic catalogs, shopping cart, and payment gateway is referred to as the _____ of the business.
   A. back end
   B. infrastructure
   C. front end
   D. intermediary

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7) An e-distributor is an intermediary that _____.
   A. connects manufacturers with business buyers (customers) by aggregating the catalogs of many manufacturers in one place - the intermediary's website
   B. provides and/or control information flow in cyberspace, often aggregating information and selling it to others
   C. can be defined as multiple online shops selling similar products within a same website
   D. acts as a gateway to provide information to broad and diverse audiences

8) Which of the following **BEST** defines reverse e-auction?
   A. Multiple buyers and their bidding prices are matched with multiple sellers and their asking prices, considering the quantities on both sides.
   B. A would-be buyer specifies the price (and other terms) he or she is willing to pay to any willing and able seller.
   C. A buyer places an item for bid (tender) on a request for quote (RFQ) system, potential suppliers bid on the job, with the price reducing sequentially, and the lowest bidder wins.
   D. A seller accepts bids from a variety of potential buyers, bidders increase price sequentially, and the highest bidder wins.

9) A _____ retailer is a combination of both the traditional retailer and a transactional website.
   A. virtual
   B. click-and-mortar
   C. brick-and-mortar
   D. pure play

10) What is the advantage of the online job market for employers?
   A. Saves advertisement costs.
   B. Reduces application-processing costs by using online application forms.
   C. Advertises to a large number of job seekers.
   D. All of the above.

11) Tools that search the Web for goods and services that meet a customer's specified search criteria are known as _____.
   A. search engines
   B. shopping portals
   C. shopbots
   D. social tagging

12) The elimination of various types of agents that mediate between buyers and sellers is referred to as _____.
   A. cybermediation
   B. hypermediation
   C. reintermediation
   D. disintermediation

Continued .....

13) Payment and delivery options, webpage design and navigation are some variables of _____ characteristics that affect consumer behavior online.
A. environmental
B. e-commere system
C. product/service
D. merchant and intermediary

14) Which of the following does **NOT** refer to information quality that affects consumer satisfaction with online shopping?
A. Completeness of content
B. Accuracy of content
C. Up-to-date content
D. Billing and shipping option

15) A _____ is a data file that is placed on a user's hard drive by a remote Web server, frequently without disclosure or the user's consent, which collects information about the user's activities at a site.
A. transaction log
B. cookie
C. web bug
D. spyware

16) In web advertising, ad click refers to _____.
A. a count made each time a visitor clicks on a banner ad to access the advertiser's website
B. the percentage of visitors who are exposed to a banner ad and click on it
C. the number of times users call up a page that has a banner ad on it during a specific period
D. the percentage of clickers who actually make a purchase

17) Checking for traffic summon on MyEg portal is an example of _____.
A. B2C
B. G2C
C. B2G
D. C2C

18) Which of the following is the **BEST** example of activity within government units and those between governments?
A. Renewing driving license online.
B. Performing online tax filing.
C. Sharing information between the federal and state, and local governments.
D. Finding information on education loan and scholarship.

19) What is a disadvantage of e-learning?
A. Hands-on or lab work is difficult to simulate in a virtual classroom.
B. Reduction of travel time and costs.
C. Fear free learning environment.
D. Self-paced learning.

Continued .....

20) Which of the following is **NOT** an example of C2C e-commerce application?
A. Online stock trading
B. E-auction
C. Classified ads
D. Social learning

21) Which of the following is a driver of m-commerce?
A. Increased price of mobile devices.
B. The growth of mobile workforce.
C. Decreased bandwidth for mobile devices.
D. Limited availability of more powerful mobile devices.

22) What is the benefit of m-commerce to businesses?
A. Get in touch with customers about events, offer discounts and display items for sale.
B. Collect data about customers using apps.
C. Increased sales.
D. All of the above.

23) The use of GPS-enabled devices to find where a customer or client is and provide advertising and sometimes deliver coupons and services based on the customer's location is called _____.
A. c-commerce
B. e-commerce
C. l-commerce
D. f-commerce

24) Locating your friends on a map displayed on your smartphone is an example of _____.
A. location-based service
B. mobile learning
C. social shopping
D. social learning

25) Which of the following is an example of social commerce?
A. Advertising a property in classified ads.
B. Shopping in SecondLife.
C. Adding a product into shopping cart on a company's web store.
D. Bidding for an item on eBay.

26) Which of the following is **TRUE** about social shopping?
A. Enables shoppers to create and share wishlist with other shoppers.
B. Decreases trust and confidence level in online shopping.
C. Not easy to connect with people who share similar interests.
D. Impossible to find out what other people are saying about a particular product.

Continued .....

27) In social shopping, sponsored reviews refer to _____.
A. video product reviews by real customers
B. conversational reviews via e-mails, blogs, live chats and tweets
C. paid for reviews, either customer bloggers or experts on social media platforms
D. expert ratings and reviews

28) Using Facebook, Twitter and YouTube to advertise products or services is known as _____.
A. interactive marketing
B. relationship marketing
C. e-mail advertising
D. social advertising

29) In e-commerce security requirement, availability refers to _____.
A. the assurance that online customers or trading partners cannot falsely deny their purchase or transaction
B. the process of determining what the authenticated entity is allowed to access and what operations it is allowed to perform
C. the process to verify the real identity of an individual, computer, computer program, or e-commerce website
D. the assurance that access to data, the website, or other e-commerce data service is timely, available, reliable, and restricted to authorized users

30) _____ is an attack on a website in which an attacker uses specialized software to send a flood of data packets to the target computer with the aim of overloading its resources.
A. Page hijacking
B. Spamming
C. Denial-of-service
D. Banking Trojan

31) Phishing scams _____.
A. infect computers with malware that are under the control of a spammer, hacker, or other criminal
B. create a huge number of hijacked Internet computers that have been set up to forward traffic, including spam and viruses, to other computers on the Internet
C. create a Trojan that comes to life when computer owners visit one of a number of online banking or e-commerce sites
D. direct user to enter details at a fake website that looks and feels almost identical to a legitimate one

32) A(n) _____ monitors activity across a network or on a host computer, watch for suspicious activity, and take automated action based on what it sees.
A. intrusion detection system
B. virtual private network
C. antivirus software
D. personal firewall

Continued .....

33) What is the drawback of credit cards over debit cards?
A. Fraud protection
B. Payment flexibility
C. Interest rates
D. High credit limits

34) A(n) _____ is a third-party service connecting a merchant's e-commerce system to the appropriate acquiring bank or financial institution.
A. application service provider
B. Internet service provider
C. credit service provider
D. payment service provider

35) The_____ detects fraud by comparing the address entered on a Web page with the address information on file with the cardholder's issuing bank.
A. address verification system
B. fraud screen
C. negative list
D. card verification number

36) In the online credit card processing, the processor sends the customer's information and transaction information to the _____.
A. merchant bank
B. automated clearing house
C. credit card association
D. issuing bank

37) Richard's Pet Store has been in business for 10 years. Recently, he decides to sell pet food and accessories online. Which e-commerce initiative that Richard can add to his existing business?
A. A web portal
B. A business social network
C. A webstore
D. An auction site

38) What is the advantage of in-house development over outsourcing of e-commerce systems?
A. Greater knowledge of the systems and its development.
B. More experienced technical staff with specialized areas.
C. Limited accessibility to the systems.
D. Shorter development time.

39) _____ refers to offering similar or complementary products and services to increase sales on the website.
A. Up-selling
B. Promotion
C. Cross-selling
D. Freebie

Continued .....

40) Which of the following is **NOT** a guideline for a successful website design?
A. Provide website navigation.
B. Use consistent fonts and colors.
C. Conduct usability test.
D. Upload as many images as possible.

Section B: 4 Structured Questions (40 marks)
*Instruction: Please write your answers in the **Answer Booklet** provided.*

Question 1

Describe the following business models. Provide **ONE** example of website for each business model and explain the type of revenue model used in each business model.
a) Group buying
b) Pure-play e-tailers
c) Social networks
d) Transaction brokers

[TOTAL 10 MARKS]

Question 2

a) Describe **THREE** ways to advertise on the Web and their advantages.
(6 marks)

b) Explain how the following drivers of e-learning benefit learners.
i. Availability of educational materials and content online
ii. Virtual universities
(4 marks)

[TOTAL 10 MARKS]

Question 3

a) Describe **TWO** m-commerce applications.
(4 marks)

b) Describe **THREE** benefits of Facebook commerce.
(6 marks)

[TOTAL 10 MARKS]

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Question 4

Sharon has just opened a new bread shop in Bukit Beruang, Melaka. She plans to use the Internet as an additional marketing channel to attract more potential customers to her shop.

a) Assuming that Sharon decides to use storebuilder service to build and manage her web store, describe **TWO** advantages and **TWO** disadvantages of this web hosting option.

(8 marks)

b) Other than setting up a web store, describe another e-commerce initiative that Sharon can add to her existing business.

(2 marks)

[TOTAL 10 MARKS]

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